



2010 – 2011 Annual Report

Celebrating FORTY YEARS of Advocacy and Services for Our Community's Older Adults and Caregivers

Democrat & Chronicle
1971
Council on Aging
Being Organized

Golden Times
1988
RCOA Expansion Gives
the Elderly Access to
Needed Programs

Democrat & Chronicle
1995
Council on Aging
changes name;
Lifespan stresses range
of services

Rochester Business Journal
2009
Future Care Planning
Services receives
National Family
Caregiving Award

A Message from Ann Marie Cook



In 1970, Monroe County was home to about 69,000 people 65 and older, and no agency existed to provide information, guidance or services that would help them maintain their independence.

In that year a group of community-minded nursing home directors knew something was missing, and they began conversations about launching a non-profit that would advocate for older adults and help them remain in their own homes for as long as possible. Taking the lead, Eli Rudin, then executive director of the Jewish Home, lobbied the United Way and others, and in 1971 the Monroe Council on Aging was founded.

Within one year the agency began to provide direct services, and it was renamed Regional Council on Aging (RCOA). We began with one service, the Retired & Senior Volunteer Program, and within a few years added GROW to help older workers find jobs and opened a senior center.

Today, Monroe County is home to about 100,000 people 65 and older. In the course of 40 years, Lifespan grew to meet needs — adding elder abuse prevention, care management for eldercare, geriatric addictions intervention and services for aging adults with developmental disabilities among many others. I am proud that in our 2010/2011 fiscal year, we crossed paths with almost 26,000 older adults and caregivers in our 30 services.

Though our name has changed (twice!) since 1971, our mission has never wavered. Lifespan exists to help older adults take on both the challenges as well as the opportunities of longer life. As aging baby boomers swell the number of people 65 and older during the next 20 years, Lifespan will be here to help them *take it on!*

Warmly,

Ann Marie Cook
President/CEO

Democrat & Chronicle
1972
Community Chest
Priorities Protested
by Council
on Aging

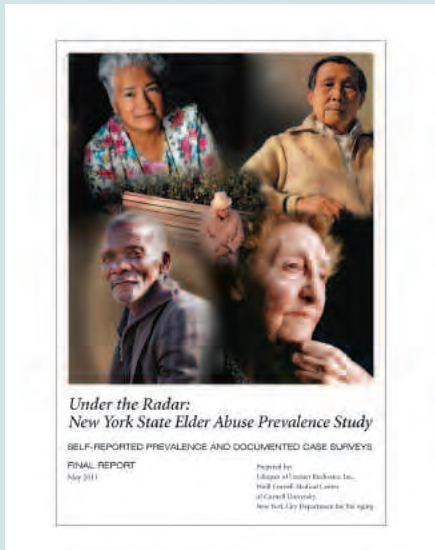
Golden Times
1975
75-80-year-olds
find jobs

Democrat & Chronicle
1977
Elderly jobs group
to GROW

Democrat & Chronicle
1980
Caring for the Aged:
Patients can meet
with ombudsmen

Major Accomplishments

2010 - 2011



New York State Elder Abuse Prevalence Study

A first of its kind study of the prevalence study of elder abuse in New York State found **a total prevalence rate of 76 per 1,000 older residents** for any form of elder abuse. Applying the prevalence rate to the general population of older New Yorkers, an **estimated 260,000** older adults in the state were the victims of at least one form of elder abuse in a one year period of 2008/2009. Findings point to a dramatic gap between the rate of elder abuse reported by older residents in the survey and the number of cases referred to and served by formal elder abuse service systems.

The New York State Elder Abuse Prevalence Study was the result of a unique collaboration by research partners including Lifespan of Greater Rochester, Cornell Weill Medical College and New York City Department for the Aging. Principal Investigators were Mark Lachs, MD, of Weill Cornell Medical College, and Jacquelin Berman, PhD, of the New York City Department for the Aging.

New York State Summit on Elder Abuse

Lifespan hosted an invitation-only Summit on Elder Abuse in Albany, NY on November 16 – 18, 2010 which brought together approximately 100 experts in elder abuse and aging services as well as nationally recognized speakers to hear the results of the Prevalence Study and to formulate an updated set of priorities, an Action Agenda, for elder abuse services in New York State.

The top Action Agenda recommendations emerging from the Summit focused on changing laws relating to elder abuse in New York, in particular those that deal with financial exploitation. The priority recommendations also emphasize the need for more uniform data collection about elder abuse across service systems in the state and for training and education programs to enhance identification of elder abuse among professionals and the general public.

New York State Caregiving & Respite Coalition

Lifespan is now managing the New York State Caregiving & Respite Coalition and is charged with more fully developing the coalition as an advocacy force supporting informal caregivers across New York State. The coalition of more than 250 organizations will provide access to information, guidance and education for caregivers and the professionals who support them and work to increase the availability of community-based respite services for caregivers of individuals with special needs of all ages. New York State ranks third in the nation with 2.2 million informal caregivers who are estimated to provide 80 percent of long-term care.



Lifespan Operates the New Caroline “Lily” Loboizzo Aging Resource Center

Lifespan opened a new older adults’ center within the Maplewood YMCA. The Caroline “Lily” Loboizzo Aging Resource Center is the first to be located within a YMCA. It offers healthy meals, wellness workshops, socialization, recreation, caregiver support and access to lifelong learning, volunteer opportunities and exercise programs. The center is funded by The United Way and Monroe County.



Matching Volunteers with Isolated Older Adults in “The Senior Connection”

A new research project of Lifespan and the University of Rochester funded by the Centers for Disease Control will connect adult volunteers (age 55 or older) to older adults who are screened by designated UR primary care physicians as people who could benefit from a weekly phone call or visit by a friend. The “Senior Connection” project hopes to prove that the connection to a volunteer “friend” helps older adults feel less isolated and less depressed, while also providing a beneficial impact for the volunteer.

The Senior Connection

Times-Union 1992
Fighting abuse of the elderly — voices from the frontlines

The Daily Record 1994
Summer of Safety grant to increase public safety through volunteerism by older adults

Democrat & Chronicle 1994
Never too old to volunteer; Lifespan offers retirees chance to help others

Democrat & Chronicle 1995
Help for aged 1 phone call away, Eldersource, a new referral service, will begin next month

RSVP Expands Service to Livingston County

Lifespan's RSVP program, which recruits people 55 and older for volunteer positions in non-profit organizations, expanded services to Livingston County. The program has served Monroe County residents for almost 40 years.

Health Care Coordinator for Persons with Intellectual/Developmental Disabilities

In the fall of 2010, with the generous support of the B. Thomas Golisano Foundation, Lifespan successfully launched an innovative service to help older adults with Intellectual/developmental disabilities and their caregivers navigate the health care system. Participants are 45 or older and all have significant health issues or are perceived to be at high risk of not accessing healthcare services. The coordinator is a liaison between the consumer and medical personnel and advocates for medical care and follow up care as necessary.



Helping Older Adults Take on Depression

Eldersource* implemented PEARLS (Program to Encourage Active, Rewarding Lives for Seniors) for older adults living in Monroe County. PEARLS is designed to empower physically impaired, socially isolated older adults to develop problem solving skills, social and physical activation and to increase participation in pleasant events in order to reduce symptoms of depression. Depression affects 15%–20% of older adults and is known to profoundly compromise health and quality of life while increasing health care utilization and costs. The program has been proven to reduce depression and hospital visits and has been recognized in the National Registry of Evidence-Based Programs and Practices. The PEARLS team is supervised by a board-certified geriatric psychiatrist and a licensed clinical psychologist from the University of Rochester. PEARLS is supported by a grant from the Greater Rochester Health Foundation and United Way.

*A legal Joint Venture of Lifespan and Catholic Family Center.

Democrat & Chronicle
1996
Plea to employers: Give older workers a chance. Older workers recognition luncheon.

Democrat & Chronicle
1996
Agency banks team up to halt financial exploitation of elderly

Gates-Chili News
1996
Partnership between Gates and Lifespan to benefit elderly

Democrat & Chronicle
1996
When Mom, Dad get old Eldersource can line up suitable care

Celebration of Aging

We got energized!

March 17, 2011 – Richard Simmons' appearance in Rochester for our 15th Celebration of Aging had the audience rockin'! We hate to brag, but some said it was the best-ever luncheon held in Rochester. We agree!



The event raised \$218,000, and we thank the Daisy Marquis Jones Foundation for matching 2:1 every dollar donated AT the luncheon by 1300 attendees.

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YMCA of Greater Rochester

Special Thanks

Marten Czamanske Photography
Hyatt Rochester
Park Place Limo



How we helped older adults take on the challenges and opportunities of longer life...

Staff and volunteers in the Consumer Fraud Prevention project spoke with **72,129** older adults around the country to provide information about avoiding fraud and scams.

Elder abuse was eliminated or reduced in **96%** of **325** cases.

The transportation coordinator in Eldersource arranged for **5,159** one-way trips to medical and other appointments for older adults.

52 older adults were linked to in-home mental health counseling.

4,098 caregivers received information and guidance from Eldersource.

458 older adults received assistance with bill paying and budgeting tasks, and 91% increased or maintained their financial stability.

5,319 older adults obtained information and guidance about health insurance and Medicare.

68% of older adults completing intervention from the Geriatric Addictions Program reported abstinence.

The Golden Wishes program granted **72** wishes for residents living in long-term care.

The Home Energy Assistance Program processed applications for **3,545** requests for financial assistance with energy bills.

We completed minor home modifications that prevent falls in **625** homes.

82% of complaints about care in nursing homes were resolved through the Ombudsman program.

531 older adults participated in meals, events, activities at the Wolk Older Adults Center.

But the real story about what we do comes from our clients.

*I wanted to thank Ron Brandwein for his excellent service. I contacted him 12/28/10 for Medicare Advantage assistance. I had an appointment the next day and Ron was **extremely knowledgeable**, courteous. All my questions were answered in 40 minutes and I enrolled in an Advantage program the same day! Wonderful service, great experience.*

*I am thankful that at my age there is an **informative place** that I can come to for assistance in my elder needs.*

*Tammy Leach was a godsend to me during this past year. She helped our family through difficult times with **honesty, care and understanding**. She fortified the decisions that had to be made. I was truly blessed to have met her.*

*Me and my wife had lost our jobs due to downsizing. Both of us are in our senior years in life and struggled desperately to earn an income for survival. We found Lifespan and it provided us employment and **truly served** our immediate needs. Thank you so much Lifespan. My wife is still under your care and support.*

*Social Worker came to house. She was excellent — very **personable, but also professional**.*

*I can't say enough about the positive aspects of Lifespan. It's been a lifesaver for me and I don't know what I would have done without you and your wonderful staff! The support and training has been **excellent**.*

*If it was not for Lifespan I would not be working today. I am very **glad I found your phone number** in the yellow pages of my phonebook.*

*Your knowledge and your guidance has helped me a lot. I cannot find a word or phrase to express my feeling and thanks to you. I am **so impressed** by your attitude to help those who need help.*

*We appreciate greatly the work Lifespan does in assisting our older citizens. **Thank you** very much for the help we received in advocating for our elderly parent.*





Celebrating Longer



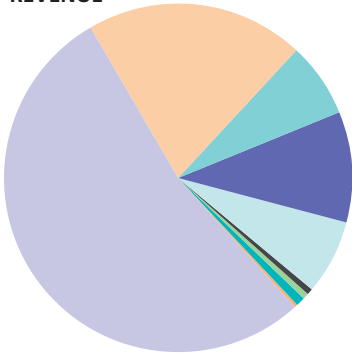


Life with Friends



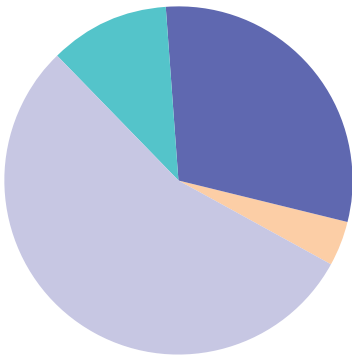
Financials

REVENUE



Government Grants	\$3,618,162
Non-Government Grants	1,364,512
Donations/In-kind	462,060
Fee Income	696,303
United Way	481,086
Interest Income	23,792
Portfolio Income	43,969
Bridge to the Future Released	46,752
Miscellaneous Income	18
Total Revenue	\$6,736,654

OPERATING EXPENSES



Salaries	\$3,634,231
Fringes Benefits	743,964
Operating	1,996,987
Rent	264,807
Total Expenses	\$6,639,989

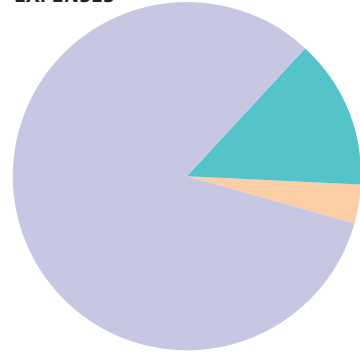
Changes in Net Assets

Total Assets	\$1,781,541
Total Liabilities	\$1,121,141
Unrestricted Net Assets	\$ 660,400

EXPENSES BY SERVICE

Eldersource	\$1,198,963
Elder Abuse Prevention	839,697
Aging Persons with Developmental Disabilities	788,097
Financial Services	545,532
Future Care Planning	449,549
Fundraising and Marketing	365,146
Employment Services	310,635
Sign Language Interpreting	304,619
Wolk Older Adult Center	266,739
Home-Safe-Home	249,904
Volunteer Services	235,688
Women in Transition	232,536
Ombudsman	201,118
Home Energy Assistance	143,029
Geriatric Addictions	130,814
Nursing Home Culture Change	124,334
Boomer Mentors	95,453
Education Services	44,956
Miscellaneous	45,596
Give-a-Lift	35,362
Caroline Lily Loboizzo Aging Resource Center	23,056
New York State Caregiving & Respite Coalition	9,166
Total Expenses by Service	\$6,639,989

EXPENSES



Program Services	\$5,488,829
Management and General	913,756
Fundraising	237,404
Total Expenses	\$6,639,989



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He gives so many a
WOW! experience...
our 2010 Staff WOW!
Award Winner:
Perry Brown



Perry started work at Lifespan in February 2010 and has been going non-stop ever since as the new coordinator for a program new to Lifespan — WRAP, a weatherization service for low-income older adults. Before his first day on the job, Perry researched what it was like to apply for assistance through WRAP by posing as a potential client. After his experience, he redesigned the work process from start to finish.

Perry then set about forming partnerships with reputable contractors and vendors and investigated the availability of other leveraged funds to help clients get the weatherization services they need. With the phone ringing non-stop, he has helped clients obtain hot water heaters, chimney repairs, new furnaces, oil tanks, roof repairs, etc. WRAP is funded by Monroe County Office for the Aging.

His clients are so appreciative...

"I'm thrilled with my new furnace after years of high heating bills, squealing and banging noise. What a wonderful program for low-income families. I must tell you that WRAP coordinator Perry Brown is fantastic and so knowledgeable. Your organization is extremely blessed to have him helping the community." Deborah M.

"Mr. Brown is the MOST professional person I have dealt with. He shows such dignity and compassion. He needs to know what a difference he has made in assisting me during such a hard time that I've had since I assumed caring for my aging parents." Renee R.

"Mr. Perry Brown was so helpful to me. He was a perfect gentleman (rare these days). He also took out my window air conditioner because I can no longer do it and I didn't have anyone else who could!" Dee M.

"Mr. Brown was very professional during my interview. He was very knowledgeable about the resources that are available for senior citizens — and very courteous and respectful." Eveylyn R.